

ORDER



Orders
Order / Rev: 52992
Alt Order #: 09807257
Product Desc: CONNIE MACK SENATE
Estimate: 439
Flight Dates: 09/03/12 - 09/07/12
Original Date / Rev: 08/29/12 / 08/29/12
Order Type: CIA - O

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: McLaughlin & Associates
Buying Contact:
Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Connie Mack/R/US Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/07/12	9	\$4,140.00	\$3,519.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	9	\$4,140.00	\$3,519.00	0.00
Totals	9	\$4,140.00	\$3,519.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	23%	\$4,140.00
Market	100%	\$18,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	47%	\$8,460.00
WJXX	0%	\$0.00
WTLV	30%	\$5,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	09/04/12	09/06/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	-TWT---	:30	2	\$460.00	P-2	0.00	NM	2	\$920.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWT---			2			\$460.00		0.00			
E 2	WTEV	09/04/12	09/06/12	Action News @ 530p Action News @ 530p	CM	5:30 PM-6:00 PM	-TWT---	:30	2	\$460.00	P-2	0.00	NM	2	\$920.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWT---			2			\$460.00		0.00			

Order / Rev:	52992
Alt Order #:	09807257
Flight Dates:	09/03/12 - 09/07/12

Advertiser:	Connie Mack/R/US Senate
Product Desc:	CONNIE MACK SENATE
Estimate:	439

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	09/04/12	09/06/12	Action News @ 530p Action News @ 530p	CM	5:30 PM-6:00 PM	- TWT - - -	:30	2	\$460.00	P-2	0.00	NM	2	\$920.00
NEWS															
E 3	WTEV	09/03/12	09/07/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	1 1 1 1 - -	:30	5	\$460.00	P-2	0.00	NM	5	\$2,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	1 1 1 1 - -		5				\$460.00		0.00			
Totals														9	\$4,140.00